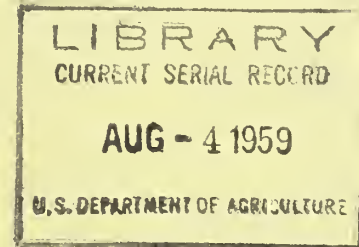


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FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture
Agricultural Marketing Service

July 15, 1959

F P - 30

MEAT.....Total supplies per person this year, though above 1958, due to remain considerably below high point reached in 1956.

Beef.....Marketings fed steers and heifers will remain large. But cow slaughter expected continue small since producers holding back breeding stock for herd expansion.

Pork.....Production now in cyclical upswing. Spring pig crop was 12% above year earlier and growers' plans indicate 9% more fall pigs than 1958. Marketings from larger spring crop will be largest during August-November. If plans materialize, and average number pigs is saved, total year's crop would be near 104-1/2 million head, or 9-1/2 million above last year. Most of the pigs from the fall crop will be marketed in the first half of 1960.

Lamb.....Marketings will increase seasonally during next few months, and summer and fall supplies may at least equal last year's levels.

POULTRY:

Broiler-fryers..In late July and August, when consumer demand will be at a seasonal peak, reduced supplies are expected due to generally smaller chick placements since early May.

Turkeys.....Latest hatchery reports indicate the number of birds for slaughter after October will not exceed last fall. Cold storage stocks June 1--67 million pounds---were a fifth below year earlier.

Eggs.....Total supplies balance of year will likely exceed year earlier by small amount, due to continuing high laying rate. Hatchings of flock replacement chicks are being sharply reduced, but this will not affect production much this year.

DAIRY.....So far this year milk output shows a slight decline from 1958. Dip to seasonal low next fall may run a little less than usual, and production may equal or slightly exceed year earlier levels in some months.

FRUITS:

Plums.....Total production in California and Michigan is forecast at 108,000 tons, 57% greater than last year and 25% above average.

Apricots.....More than double last year's production and 15% above average is the expectation for the 1959 crop in California, Washington, and Utah.

Sweet Cherries..Western States crop is 8% smaller than last year and 14% under average, more than offsetting the larger crop in the Great Lakes States.

Sour cherries promise a good crop, 38% above last year and 10% over average.

Grapes.....July 1 forecast predicts crop of 3,250,800 tons, 7% above last year's production.

Pears.....A 13% increase over last year is expected. California production of Bartlett pears may be the largest crop on record, 27% more than last year.

Peaches.....This year's crop is estimated at 7% more than last year.

Oranges.....Harvest of the 1958-59 crop was virtually complete on July 1 in all states except California when 13.4 million boxes remained for harvest. Total production is estimated at 18% greater than last year and 8% above average.

Grapefruit.....The season is now nearly complete, except for some California fruit. Total production for the year is 9% greater than last year, but 4% below average.

Lemons.....Greater than last year by 100,000 boxes, total production is estimated at 17 million boxes. Of these, processors had used 7.3 million by July 1, as compared to 4.5 million boxes last year.

Apples.....Early-season prospects point to a commercial crop 6% below last year, but 10% above average. Many states report a heavy June drop.

Canned Fruits...An increase in the 1959-60 pack of canned deciduous fruits is likely. Last year's pack fell 3% below 1957-58.

Frozen Fruits...Early-season indications point to more frozen cherries, but less strawberries than in 1958.

Frozen Orange
Juice.....Output of frozen orange concentrate in Florida by June 6 of the 1958-59 season was 33% larger than by the same time last year.

TREE NUTS:

Walnuts.....Freeze damage last winter is largely responsible for a production 23% less than last year, and 7% below average.

Almonds.....The largest crop on records is forecast, 3-1/2 times last year's small production.

Filberts.....Production is up, 25% greater than last year, and 18% above average.

VEGETABLES:

Fresh.....Summer vegetables will be 13% above average in supply. Principal contributors to the increase of 3% over last year are lettuce, sweet corn, and onions.

Processed.....This year's planted acreage for processing is 4% less than in 1958, and 11% below average. Increases in planted acreage, however, were seen for snap beans, cabbage, corn, and spinach.

Potatoes.....The early summer crop, although 7% below a relatively large 1958 crop, still is above the average supply for 1949-57.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is supporting these industry food campaigns:

MIDSUMMER TURKEY TIME	July 23 - August 2
AUGUST SANDWICH MONTH	August 1 - 31
NATIONAL BETTER BREAKFAST MONTH	September 1 - 30
OCTOBER CHEESE FESTIVAL	October 1 - 31